



Urban Health Network

Grant Number: R44CA80587-03

Abbreviated Abstract

Phase II utilized input from 44 focus groups conducted with African American public housing residents to develop cancer-related video programming targeted to urban, low-income African Americans and the healthcare professionals who serve them. The project brought together television professionals, social scientists, cancer specialists, and African American residents of Cleveland's public housing estates to impact three key issues related to cancer care disparities affecting low-income African Americans. These were: cancer awareness about screening and treatment; participation in clinical trials; and the cultural competency of physicians and cancer specialists treating low-income African American patients.

Primary Investigator

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Kay Colby is Senior Producer/Writer and President of the Cleveland-based production company, Public Health Television (PHTV, Inc.). Colby served as Principal Investigator of Phase I and Phase II of the NCI-grant entitled the Urban Health Network. Phase I utilized focus groups comprised of African American public housing residents to demonstrate the feasibility of using community input to produce a television news series for broadcast. Phase I focus groups resulted in the production of the Emmy-award winning television news series *Wisdom from Within* that was broadcast on WEWS-TV 5, Cleveland's ABC affiliate. This series raised cancer awareness in urban Cleveland by generating over 200 phone calls to a cancer awareness hotline. Phase I also won a second place National Headliner Award. Phase II utilized input of African American public housing residents to produce culturally sensitive television and video programs to increase cancer awareness and encourage more favorable attitudes about clinical trials. It also promoted cultural competency among health care providers treating low-income African American patients. Phase II programs also won another Emmy for work produced in 2002. In recognition of her contributions to cancer education, Colby received the 2002 Cancer Care Hall of Fame award for Community Outreach from the American Cancer Society's Cuyahoga area office. During her 24-year television career, Colby has produced an array of network programs including a segment on African Americans and heart disease for an HBO special hosted by Walter Cronkite; a daily health magazine show for the Discovery Channel; and several episodes of the forensic crime show "Medical Detectives" for the Learning Channel.



Research Team & Affiliations

Wornie Reed, PhD, Professor of Sociology and Director of Africana Studies at University of Tennessee, Knoxville

Total Budget

\$900,000

Research Objectives

Aim 1: To develop and evaluate the effectiveness of an Urban Cancer Television Campaign.

Aim 2: To develop and evaluate the feasibility of introducing a clinical trials video into an oncology practice and explore the video's effectiveness in encouraging African Americans to enroll in clinical trials.

Aim 3: To develop a cultural competency training video and explore its impact on an oncology staff's attitudes and perceptions of cultural issues, as they relate to treating African American patients.

Theory/Hypothesis

1: The television news campaign will result in an increase in the number of screening appointments; 50% of callers to the hotline will request information; and 80% of the callers will make positive comments about the programs.

2: There were two hypotheses. First, a video shown to African American cancer patients who are candidates for clinical trials in a busy oncology outpatient center will influence attitudes and clinical trial enrollment among those patients randomized into the test group exposed to the video intervention. Secondly, viewing the clinical trials video is significantly and positively related to positive median responses to survey questions about attitudes toward clinical trials participation in a community test of the video.

3: Twenty members of the oncology staff at a comprehensive cancer center will express increased perceptions of cultural competence expressed on pre and post tests administered before and after viewing the video.

Experimental Design

1: PHTV produced the television awareness campaign of the Urban Cancer Project® during 2001 and broadcast it in February- March 2002 on Newschannel 5, WEWS (Cleveland's ABC affiliate). There was a hotline number broadcast during the programs for callers to receive information, screening referrals, and make comments.

2: Fifteen patients were randomized into the test group that saw the video, in addition to receiving communication about clinical trials in the usual manner. Fifteen patients were randomized into the control group that received communication about clinical trials in the usual manner. All 30 patients were then contacted by PHTV researchers on the telephone for a 20-minute interview about their decision to say yes or no to a clinical trial.

3: A total of 64 healthcare providers including nurses, physicians, social workers, and others attended a presentation that was available for CME credits. The seminar was conducted in a conference room that allowed for video transmission to the five-satellite cancer centers located in neighboring suburbs.



Professor Wornie Reed presented the seminar with a format that called for administering a pretest, showing the video, administering a posttest, and facilitating a discussion.

Final Sample Size & Study Demographics

1: According to the Nielsen ratings, an average of 147,000 people watched the 5pm news of WEWS, Newschannel 5 on any given evening during February, 2002. The estimated viewing audience for the ABC nightly news at 6:30pm is 240,000 people.

2: A total of 30 African American cancer patients was enrolled in the study. Fifteen patients were randomized into the test group that saw the video, in addition to receiving communication about clinical trials in the usual manner. Fifteen patients were randomized into the control group that received communication about clinical trials in the usual manner. A total of 104 low-income African Americans participated in the community test.

3: A total of 64 healthcare providers including nurses, physicians, social workers, and others attended the presentation. There were 19 physicians and 14 nurses taking the post test.

Data Collection Methods

Telephone hotline; telephone interviews and pre/post tests, and pre/post tests

Outcome Measures

Requests for information and screening; results of telephone interviews and pre/post test comparisons; and pre/post test comparisons

Evaluation Methods

1: Comparison of pre and post intervention screening rates at a designated community health test site

2: Randomized test and control group comparison on clinical trials enrollment among 30 cancer patients and quasi-experimental design of test and control groups of 104 African Americans at two community meetings

3: Pre and post test comparison of responses of 64 healthcare professions at CME presentation

Research Results

There were 1,606 calls to the hotline number requesting information on cancer in general and on medical treatment for cancer.

We designated a neighborhood health center, which had five branches serving principally low-income African Americans, to be an indicator of any changes in screening appointments throughout the viewing area. This was an unsuccessful effort as the data were problematic; the numbers of mammograms, Pap smears, PSAs, and colorectal exams were lower after the television shows than beforehand. When we looked at data for the same periods during the previous year, we found similar results. Also, the number of screenings the second year was lower than during the preceding year, further complicating any interpretation.

The clinical trials video had positive effects in a quasi-experimental field test and in an experimental clinical test. In a test of adults over 40 who were not cancer patients there was a 19.3 percentage point increase in persons expressing willingness to participate in a clinical trial if they heard a physician and saw the video versus a 4.1 percentage point increase among those who only heard the physician talk



about clinical trials. In the clinical trials test among cancer patients, more than 50% of the patients seeing the video said that it helped them in deciding to participate in a clinical trial.

58.3% (n=28) of 49 post test takers evaluated the video as “very useful,” and another 31.3% (n=15) judged it as “useful.” The percentages were similar for the physicians only: 52.6% said the video was “very useful,” and 26.3% said “useful.” Asking about African American patients about faith issues was a culturally competent communication technique outlined in the video. In the post test 73.7% of physicians said physicians should ask probing questions about religion, and another 10% said this should occur sometimes. In the pre test only 56.3% of the physicians said this should occur.

Barriers & Solutions

It was problematic to link a television news campaign to screening appointments at a designated health center serving low-income African Americans because the dissemination of the newscast was too widespread. Future interventions need to be more targeted.

Product(s) Developed from This Research

Urban Cancer Project® : Cultural Competency